

Секція 2

СОЦІАЛЬНІ, ЕКОНОМІЧНІ ТА ПРАВОВІ АСПЕКТИ ЗАБЕЗПЕЧЕННЯ СТАЛОГО РОЗВИТКУ НА ЗАСАДАХ ІННОВАЦІЙНОСТІ Й ЗБАЛАНСОВАНOSTI

INNOVATIVE PROCESSES IN THE LABOR MARKET IN THE CONTEXT OF GLOBALIZATION

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Globalization complicates the development of the labor market by increasing competition on the global labor market and changing the requirements for workers. Innovations and new technologies can become crucial factors in enhancing the competitiveness of the workforce and the labor market's development in Ukraine in the context of globalization.

A low level of wage compensation in comparison to developed European countries is one of the key issues in the Ukrainian economy. This may arguably be the most significant factor influencing the achievement of various socio-economic goals. The poverty of the working population, financial problems of social funds, limited domestic demand, the deficit of funding for social sectors, excessive burdens on social programs, and other issues largely depend on the level of wage compensation in Ukraine.

Research conducted by renowned Ukrainian scholars [1-5] has extensively examined the consequences of low wage compensation. These consequences include the stagnation of the social sphere, insufficient domestic demand to stimulate the restructuring of national production, the inability of domestic producers to compete with foreign enterprises in high-tech goods markets, low levels of innovation activity among domestic enterprises, financial challenges for social funds, the population's significant reliance on state social programs, and other issues.

The utilization of innovative work methods can enhance labor productivity and reduce production costs, which, in turn, can help employers increase the competitiveness of their enterprises and raise wage compensation. Furthermore, new technologies and innovations can contribute to the development of new industries and the creation of new jobs.

Thus, innovations and new technologies play a vital role in the development of the labor market in the context of globalization. They contribute to increased labor productivity and the competitiveness of the workforce, which are the main factors in the sustainable development of the labor market in Ukraine in the era of globalization.

However, successful innovation implementation requires quality education and continuous training for the labor force, the creation of a favorable investment climate, support for the development of small and medium-sized enterprises, as well as the

promotion of scientific research and international cooperation. Only in this way can Ukraine achieve success in the development of the labor market in the era of globalization.

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STRATEGIC GUIDELINES FOR ENSURING THE ECONOMIC SUSTAINABILITY OF THE ENTERPRISE UNDER CONDITIONS OF UNCERTAINTY

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The diversity and contradictory processes that have become widespread in the global geo-economic system in recent years and have intensified many challenges and risks of the crisis in Ukraine require a revision or renewed appeal to effective economic policy instruments aimed at strengthening the current state, post-war recovery and sustainable long-term growth of the national economy. The viability and survival of business structures as a basis for sustainable development, which ensures their balance (external and internal), stabilization of their economic situation, competitive advantages and economic activity, is becoming increasingly important. Therefore, it is advisable to determine the strategic guidelines for ensuring the economic sustainability of enterprises under conditions of uncertainty.

Given the current state and trends in the development of national economic entities against the background of global trends and large-scale military operations in Ukraine, the latest aspects of economic sustainability and sustainable post-war development are the subject of close attention of the scientific community. A number of issues related to the identification of economic sustainability of an enterprise as an object of management, strategic planning and the formation of targets for ensuring economic sustainability under conditions of uncertainty based on the results of the analysis of the structural interrelationships of sustainability with the business environment, etc. require further scientific development.

The interpretation of economic sustainability from the perspective of the systemic approach combines the vectors of ensuring the ability of the economic